

# HOW TO MAKE YOUR PASSION PROFITABLE

TIPS FROM 7 CREATIVE  
AT HEART BOSS LADIES



CREATIVEATHEARTCONFERENCE.COM

“ I think everyone on the planet would love making money off of their passion! If my dad could find a way to make money going camping, he would!! And the truth is, if he became an expert at it, he could definitely make a business out of it! All you have to do is love what you do and find a way to help people with it! That’s my biggest piece of advice for creatives that are wanting to turn their passion into profit. You have to 1. Recognize the NEED in the market and then 2. Cater your skill and expertise to meet that need. For example, I love talking about our friends at Paisley and Jade! These two amazing ladies LOVED estate sales and antiquing; they realized that there was a need in the wedding world for sourcing event decor and so they met that need by starting their company! ”

# KATELYN JAMES

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“ Discover your strengths, those aspects of your artistry that make you beautifully unique, and leverage them. Concentrate on what makes you the best at what you do, rather than looking outward and falling victim to comparison in the pursuit of chasing someone else’s dream. You are most successful when you root your brand in authenticity and harness your gifts to serve your clients uniquely. When you are first starting, it can be difficult to see where this journey of entrepreneurship will take you and I promise that there will be ups and downs along the way. In times of struggle, hold true to your purpose and mission. In times of success, stay rooted and humble as you celebrate the result of your hard work. Ultimately, if you believe in yourself and work hard, really really hard, you have the potential to do incredible things. ”

NATALIE FRANKE

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“ You have to stop letting fear get in the way. I sat on my dream for years, because I was too afraid to make a move. I graduated from college, got a 9-5 with great benefits and began working in a cubicle doing the same mundane thing every day; I did all the things I was ‘supposed’ to do. I thought that by following that path, I’d be happy and my goals would be met. Instead I ended up depressed and miserable. Sound familiar? See, I blamed everyone else, but in the end it was ME. I was my very own worst enemy; I was getting in the way of making my passion profitable because I wouldn’t even TRY. I thought I wasn’t good enough, smart enough, pretty enough, “insert here” enough to make it happen. In my own mind, ‘wedding planning’ could never be a career, and I let the fear of trying paralyze me. It was when I worked up the courage to punch fear in the face and say ENOUGH, that I actually started moving. You won’t always have it all figured out (in fact, I rarely ever do!)! But by EMBRACING the chance of failure and charging full-speed ahead, you’ll be one HUGE step closer to making that dream of yours your very own career. ”

KAT SCHMOYER

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“ The key to a successful and profitable creative business is finding that thing that you uniquely best at AND that solves a problem or fills a need for your potential client. It is sort of a magic formula that takes trial and error and deep thinking to solve but when you do, the growth and success begins to happen organically. Without any preconceived notions, ask yourself the following two sets of questions. Set 1: “What do I LOVE doing that comes naturally to me?” “What do I feel uniquely gifted at?” “What could I do all day and never tire of?” When you can answer these question you are half way there. Then you have to do the hard work of answering the second set of questions: “What is my ideal client’s biggest struggle and burning need?” Ask them what their biggest frustrations are and listen to what they say. Ask yourself how you can create a product or service that solves a real problem in a way that is in line with what you enjoy and are gifted at. Answering the first set of questions uncovers a life-giving hobby. When you answer the second set of questions you have discovered a potential business!! ”

# SHAY COCHRANE

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“ I started my business at a point in my life when all I had left was passion and determination — I didn’t have two nickels to rub together! Over time, I stayed focused on the type of business I wanted, and never got too wrapped up in making tons of money that I lost my passion and lost sight of my goal. I was so broke when I started my business, so there was no going down, which surprisingly helped me to choose my path! I’ve been able to create a full time business that I can run from my home and employ other creatives to work with me! ”

# AMANDA VERONEE

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“ As you try to navigate turning your passions into a sustainable business venture, look for where there is a need and lean into it. Pursuing your dreams can be terrifying, filled with ‘What ifs?’ and unknowns. But if you are able to recognize where your skills can serve others well, lean full force into that and own that opportunity. When I first started my business, I saw a need for more intentional branding experiences that went deeper than a cut and dry design project. So I combined my penchant for graphic design with my heart for helping others share their stories, and I was able to carve out a little corner in the industry where I can make a difference. When you see a need, examine how you can use your unique gifts, talents and strengths to meet it in a creative way. Don’t let what others are doing distract you. Don’t let that nagging voice within that tells you ‘you can’t’ lie to you. And whatever you do, don’t look away. Lean into that opportunity and you will be amazed at how aptly you can bless others by simply playing to your strengths, and pursuing your biggest dreams! ”

**BONNIE BAKHTIARI**

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“ PURPOSE is the absolute key to being able to book & price yourself with confidence. In a saturated market where everyone else is doing the same thing (and undercutting each other in the process, just to try to get booked), knowing what you stand for and WHY you do what you do will put you in a market all by yourself for two major reasons. The first is that starting from that place of what you stand for will lead to you developing a unique style & approach that is yours alone and that is different from what everyone else is doing. But the second reason, is that when you know that your work stands for something bigger and when you BELIEVE in what you are doing... then it will give you the courage to stand your ground to really charge what you're worth no matter what anyone else is doing. For example, our Why is that we don't just photograph weddings for that day... we photograph them for the 62 and a half years to come. We know that our work will be the thing that this couple holds on to as they live an entire life together, and it will be what gets passed down for generations to come. So on our website pricing page it says, 'We believe photography is an investment. And we also believe your story is worth investing in. Because there are some things that were made to last a lifetime, just like the two of you. And when it needs to last that long, you just want to make sure it will always stay beautiful. That it will always stay relevant. That's why we create photography that is Iconic & Enduring.

WE CREATE THINGS that are MADE TO LAST. ”

MARY MARANTZ

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Registration for our Australian conference is still  
open and we would love nothing more than to  
see you at #creativeatheartdownunder! Join  
us on the trip of a lifetime and [register today!](#)



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